

DIR-TSO-2629 APPENDIX C PRICING INDEX Presley Design Studio, L.C.	
SERVICE Description	DIR Customer Discount
WEBSITE DESIGN/DEVELOPMENT	
Website Development: Presley Design Studio will develop the site, using industry-recommended HTML5/CSS code. The site will be coded as fully responsive/mobile ready. Our PHP development code typically incorporates SEO tags, ADA-compliance, compatibility with the latest browsers, and Google analytics code to track site visits and usage.	10.75%
Website Design: Presley Design Studio will use web design best practices and award-winning design skills to build out the approved designs using Illustrator and/or Photoshop. We will also propose the most effective design aesthetics that optimize the brand, content, and provide user-friendly navigation.	10.75%
Content Management: Presley Design Studio has utilized several different delivery platforms, but we focus on CMS solutions like WordPress as the preferred delivery method for web content for its ease of use. Our current work process consists of an offline, local environment (local host) for initial development, an online testing server for additional development and client review, and the final development server for live development. We utilize the LAMP (Linux, Apache, MySQL, & PHP) stack as a basis for all web work and FTP for file management.	10.75%
ACCESSIBILITY	
Accessibility development	10.75%
WEB CONTENT MANAGEMENT	
PHP-based development; no annual fees; development is bid on an hourly basis and dependent upon project scope	10.75%
MAINTENANCE, TRAINING AND SUPPORT	
Training: Presley Design Studio will provide documentation and train client on the tools used in the project. The pricing and extent of the training is heavily dependent upon the size of the project and client's familiarity with the tools. Price is for curriculum development and training time.	10.75%
TURNKEY SOLUTION	
Social Media Integration: Presley Design Studio will customize any applicable social media platforms to coincide with the site design and established brand.	10.75%
OPTIONAL SERVICES	
Scope Development: Presley Design Studio will utilize our extensive knowledge and research of user experience, design, and user interface. For example, site visitors will remain on a home page less than five seconds before either clicking on the information they desire or leaving the site altogether. Our goal on any project is to drive traffic to the site and keep them there by ensuring that the information they seek is readily available.	10.75%
Graphic Design/Branding	10.75%
Photography	10.75%